ISSN 1392-3110
Socialiniai tyrimai / Social Research. 2013. Nr. 4 (33). 5–17

Systematic Approach to Personal Travel Motives – Possibilities in Lithuania

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Abstract

The authors of the article attempt to provide a systematic approach to an individual's travel motives. Keeping in mind the change in travel motives in the historical context and future perspective, the authors analyze the comments of well-known tourism specialists on individuals' travel motives and discuss the models published in scientific literature. The authors agree that the change in people's travel motives has an influence on the tourism supply which can be interpreted as a step from the present "hard" to the future "soft" tourism. It has been noted that the fact of travel motive classification was actualized in the scientific debate; therefore, the authors pay particular attention to the links of people's travel motives with tourism types and present a systematic analysis of the choice of tourist travel trends from the second half of the twentieth century to the present. At the same time, the article justifies the idea that more research is needed to identify the tourist travel motives, depending on the travelers' home counties and their religious, ethnic, and cultural dimensions.

While presenting the statistics and results of their own research on foreigners' motives to visit Lithuania, the authors of the article analyze the achievements and drawbacks in organizing tourism in Lithuania, as well as opportunities for tourism development. The paper presents suggestions for a systematic research of tourist travel motives on which basis it would be possible to create new products and improve Lithuania's competitiveness in the tourism market.

Key words: tourism, tourist travel motives, a system of travel motives.

Introduction

Scientists have determined more than 300 types and sub-types of tourism in the world, but the list is constantly being supplemented by new types of tourism (Квартальнов, 2002). Only in the last five years, new types of tourism such as ecological, archeological, adventure, linguistic, beer, shopping, "dark", ski touring and many more have appeared and have already become popular. What are the incentives that stimulate people to leave their homes and travel around their own or other countries, often finding themselves in a totally different cultural environment? For example, tourists from the new EU countries such as Lithuania, Poland and Romania not only travel around Europe which has already become their home, but also actively visit Egypt, Turkey, Tunisia, Thailand, India, China and other countries. Mobility for the sake of tourism has for decades been a norm for German, English, Spanish, Italian and Scandinavian tourists who have long travelling traditions. This is why we could agree with the opinion of the specialists watching the developments of tourism that the evolution of the process has for the larger part been influenced by the changing interests of people, or in other words, their motives for travelling (Faracik, 2008). Tourists' travel motives are increasingly becoming an object of scientific research. Specialists in different areas of science are starting to take interest in it. We can mention the area of psychology: R. Schmitz-Scherzer, G. Rudinger, J. Kurtzman and J. Zauhar, L. Crompton, E. Klinger, W. M. Cox, sociology: C. H. C. Hsu, S. Huang, M. Bashar Aref Mohammad Al-Haj, and others, as well as E. Cohen, G. Dann, J. Crompton, and J. Gnoth (cit. according to Faracik, 2008; Rudnicki, 2010; Gražulis, Žuromskaitė 2011(b)). Unfortunately, there has been vey little research in Lithuania in systemising tourist travel motives (V. Gražulis and B. Žuromskaitė). U. Lee and P. L. Pearce devoted a lot of attention to the description of travel motives, their classification and systemization, suggesting a Travel Career Patterns model (a three-dimensional travel motivation model). Travel motives have also been investigated by U. Jamrosy, M. Uysal, S. Baloglu, Kim, S. Jang and C. E. Wu (cit. according to Faracik, 2008; Rudnicki, 2010; Gražulis, Žuromskaitė 2011(b)). At the same time R. C. Mannell and S. E. Iso-Ahola were developing a two-dimensional tourist motivation model. A. Plog was one of the first to do research in determining the relationship between the travel motives and the tourist personality and his psychological features thus developing the Allocentrism/Psychocentrism Model (Goeldner, Ritchie, 2006, p. 254).

P. L. Pearce investigates people's motives referring to A. Maslow's well-known hierarchy of needs theory (Hsu, Huang, 2007, p. 15 - 16). Although this theory could be taken for a methodological basis while doing research in people's travel motives, our experience tells us that it is not sufficient to understand the system of travel motives; therefore, other methodological instruments, such as the repulsion/attraction model must be used to study them. Though the science of psychology has convinced us that human activity motives are often secretive (Faracik, 2008, p. 129), research of travel motives reveals the fact that people are governed by very similar and very clear motives while choosing where to travel, which allows us to group and unite the motives into systematized schemes of behaviour (Квартальнов, 2002). According to R. W. Mclntosh and Ch. R. Goeldner, there are four main groups of motives which stimulate people's travel activities:

- physical (related with rest and active physical activity),
- cultural (cognitive motives and needs),
- interpersonal (a desire to know new people, visit friends and relatives),
- social status and prestige (includes internal needs and personal development) (cit. according to Rudnicki, 2010, p. 48).

Knowledge of the tourist travel motives is vitally important for countries which have a short history of independent tourism. In the context of international tourism Lithuania is a new and not well known "product" for many people in different countries of the world. It is due to complicated historical circumstances, the most important of which was the occupation of the country at the beginning of World War II, after which the name of Lithuania vanished from the world map for 50 years. The occupation had harsh consequences to be felt even nowadays when quite a large part of inhabitants in Italy, Spain or France can not tell much about Lithuania.

After Lithuania joined the EU in 2004, the development of tourism in Lithuania became a very urgent topic because there was a flow of foreign tourists willing to experience a country which they knew little of. We have to admit that Lithuania was not fully ready to accept so many foreign tourists. This is why foreign visitors are disappointed by a poorly developed tourism infrastructure (Valstybinis turizmo departamentas, 2006). Unfortunately, the development of tourism in Lithuania has been slowed down by a lot of factors: a lack of detailed tourist information, entertainment activities, and good catering and accommodation, etc. (Valstybinis turizmo departamentas, 2006), which cause a lot of problems in creating a positive image of the country. Though studies have been prepared in this field, they have been intended for the survey of the overall situation in the context of European tourism (Lehtimaki, 2009, p. 11).

Tourism development closely correlates with tourists' motives to travel because they determine the demand for tourist products and the choice of travel types. Research in people's travel motives helps to form new tourist products which contribute to the formation of new types of tourism. Scientific research has proved that tourist motives are a complex process influenced by a number of personal (external and internal) factors: demographic factors, tourists' interests and advertising which can cardinally change a tourist's decision, the state tourism policy as well as the level of tourism infrastructure and social and economic situation in the country (Квартальнов, 2002).

Research subject - people's motives for travel.

Research goal – to show and systematize the main tourists' travel motives.

Research objectives:

1. To discuss people's motives to travel and present their systematized classification.
2. To indicate the tourists' travel motives which most often evoke visiting Lithuania.

Research methods: critical analysis of the views on travel motives in different sources of literature, analysis of statistical data, research of the opinions of the respondents and a survey of the results.

Influence of the change of travel motives on the supply of new tourism products

"What drives people to travel?" is a question very often asked (Bashar, 2010, p. 42). Searching for an answer to this question we notice that the development of people's mobility has been directly related to a permanent change in travel motives. In the Middle Ages, for example, people went on pilgrimages based on religious motives while nowadays people go on educational and wellness trips, during which they aim to collect new knowledge and information, changing climate zones, promoting health improvement and so on. The middle of the twentieth century saw major changes in the transport sector, when faster ways to reach a destination were devised, which encouraged people to travel more often. This period was characterized by the boost of mass tourism, when tourists in larger groups (30-50 people) could visit many places in different countries in a very short time. West European capitals, objects inscribed in the UNESCO list, and resort and recreation areas became the most popular travel destinations with tourist coaches the most popular means of transport (20 to 50 percent of all trips). However, experience

shows that this method of travelling was quite tiring (especially for older tourists and families with young children), because for many tourists half of their holiday time had to be spent simply to reach their destination. Limitations on the active part of the holiday reduced the attractiveness of the trip and, as stated by J. Urry (2007, p. 24), this way of travelling rarely allowed the tourist to become properly acquainted with the country's original heritage, its nature, history, and monuments of architecture. It is believed that it influenced the main changes in the tourism industry, as well as changes in the tourist motives while choosing the way of travelling and the emergence of new tourist products in the market.

Recent research (D. MacCannell, C. J. Holloway and N. Taylor) shows that more and more twenty first century tourists stopped choosing package tours as this way of travelling could not satisfy all of the travelers' needs. A new group of tourists emerges who seeks to satisfy different needs during one single trip, e.g., cognitive and recreational. According to J. L. Lickorish and C. L. Jenkins (2001, p. 150 - 154), the process was influenced by the changing motives of the tourist and their personality (very often such tourists are characterized as greater individualists with an ambition to have a more diverse free time and relax undisturbed in an authentic environment). The three "S's" (Sun, Sand and Sea) are not enough for them, as they are looking for new challenges in new and distant areas which may be described as the three "E's" (Entertainment, Excitement, and Education) (Mika, Faracik, 2008, p. 86-87). This reason motivates tourists to travel individually and create their own travel routes.

New possibilities and new priorities in travel served as prerequisites for a new look into the ways of travelling. J. Krippendorf formulated the change in travel motives as a transition from "hard" to "soft" tourism (table 1 presents J. Krippendorf's vision of

Table 1

Change in the Choice of Tourist Travel from "Hard" Tourism (2nd half of the 20th century) to "Soft" Tourism (beginning of the 21st century)

Travel choice characteristics	"Hard" tourism	"Soft" tourism
Change of needs	Concentration on planned excursions and attractions	Not so many planned excursions and attractions, new quality impressions
	Lack of knowledge about the culture, history and traditions of the country one is visiting	Comprehensive understanding of the culture, history and traditions of the country one is visiting
	Domination of shopping for everyday goods and souvenirs for mass consumption	Domination of authentic and region-specific souvenirs
	Trends in tourism (popular tourism destinations are chosen)	Expansion of tourists' personal interests
	Recreational traveling (e.g., a jeep safari, yachting, etc.)	Recreation based on regional tourism products (culinary, cultural, historical tourism products).
	Comfort of travel is obligatory: hotel stars, location, accessibility of sites	Comfort is required only to the extent that tourists can stay in calmer areas, hotels can be smaller, can be motels or campsites, not city center places, access to less accessible sites is important
Travel models	Group tours using a concrete plan (route, program, dates, etc.)	Group tours choosing individual routes and individual traveling
	Priority given to short-term educational trips abroad, little interest in traveling within the country	Combined short-term and long-term trips abroad, popular travel inside Lithuania, tourists newly "discover" before unfamiliar or vaguely familiar routes
	One journey dominates (during holidays)	Two or more journeys per year
	Comfortable and passive traveling	Efforts and activity while traveling
Tourism culture	Noisy behavior	Calmness
	Poor knowledge of the language of the visited country	Prior acquaintance with the basics of the language of the visited country
	Curiosity and nosiness	Tactful communication
	Demonstration of superiority when dealing with hotel owners, service staff and other tourists	Respect and partnership when dealing with hotel owners and other service staff
	Leading the usual way of life and the same behaviour	Communication in accordance with local customs and way of life

Source: supplemented by the authors in concordance with W. Alejziak (2000) and V. Gražulis, B. Žuromskaitė (2011 b)

"hard" and "soft" tourism development, adapted by W. Alejziak).

As the tourist motives started changing towards the end of the 20th century, they stimulated the emergence of new tourism products. At that time such tourism products as culinary, historic, folklore and literature tourism, and many others types of tourism appeared in Western Europe. The new tourism products emphasized authenticity and educational aspects (Mikos von Rohrscheidt, 2008). The local people, artisans, farmers and businessmen played an important role in creating them. This gave the new tourism products originality and regional uniqueness and aroused interest in "new" tourism markets.

In 1987 (Brundtland Raport) a large debate began concerning the consequences of the future of entire continents if requirements for ecological economic activity and sustainable regional tourism development were disregarded (Hunt, 2008). Since then interest in eco-tourism and sustainable tourism grew and people working in ecologically sensitive areas were encouraged to search for new ways to adapt them to the needs of tourists.

Tourist motivation for travelling in most cases has been discussed at a theoretical level and the best model to help analyze the motives for the type of travelling and create competitive tourism products has been searched.

Human travel motives – a subject of specialist discussion

Many scientists agree that people's travel motives depend on a variety of reasons. B. Boniface and C. Cooper (in concordance with Faracik, 2008, p. 85), analyzing the changes in the travel motives of tourists, came to the conclusion that up-to-date travel motives have been associated with the wish to:

- find new destinations not yet discovered by mass tourists;
- seek adventure (wanderluster) and take a break from the monotony of mundane life,
- experience pleasure due to a change in place, and an opportunity to meet new people,
- learn about customs, and traditions, and to stay in beautiful nature, enjoy quietness,
- satisfy the need for entertainment, visit popular clubs, discos, concerts and other types,
- spend time actively in recreational areas, hiking in the mountains, or enjoying water and cycling pastimes.

E. J. Mayo and L. P. Javis agree with B. Boniface and C. Cooper and give the following additional motive groups:

- educational and cultural motivation (the desire to see the leisure and working life in other cultures and the desire to better understand information received from the information sources),
- recreation and pleasure motivation (desire: escape from routine, spend time pleasantly, experience sexual and romantic adventure),
- ethnic motive (the desire to visit native places, to return to „the source"),
- other reasons (e.g., nature, health, sports, economy, adventure, "participation in history", the desire to get more information about the world) (cit. by Rudnicki, 2010, p. 48).

According to L. Rudnicki (2010, p. 45-88, p. 89-133) while analyzing people's motives, it is appropriate to distinguish internal and external factors which have an impact on the choice of the tourism product. The internal factors he considers are:

- psychological (motives, emotions, personality, the desire to grow and learn, ethnocentrism, risk taking, perceptiveness),
- personal and demographic (age, gender, marital status[1], education, income, life style).

The external factors he considers are:

- social - cultural (family, social group to which the person belongs, opinion of public leaders, culture),
- economic (tourist product price, advertising, place of sale).

W. Alejziak (2000) believes that it is appropriate to evaluate external factors according to the state tourism policy, seasonality and travel security.

Basically agreeing with the author's position, in our view a special place, taking into account individual tourist travel choices, must be paid to the person's age. In this respect, the Russian scientist V. A. Kvartalnov (В. А. Квартальнов) presents valuable results on the correlation between the age of the person and the travel motives and the travel content. As shown by the author's research, children are influenced by parental choice before they attain their majority; therefore, as a rule, they do not choose their own journeys. School students up to 18 years old are mainly interested in active sports, but being financially dependent on their parents, they travel in groups and choose the cheapest tourist services (e.g., camp-sites, hitch-hiking, hiking). Another group is youth, to which the high school students belong. This group of tourists is quite well-educated, their demand for the cognitive process of the environment is higher, they prefer active rest, often travel individually, and are keen on adventure tourism. For research purposes it is interesting to analyze the 25-35 year old group of tourists. It is dominated by young families with small

[1] It was noticed that family status has influence on the decision of travelling wishes: the wish to feel freedom, time spent with friends, and the opportunity to spend more time for entertainment and for adventures (Plog, 2005, p.282).

Table 2

People Travel Motives' Links to Tourist Travel Types

Classification of a person's motives for travel		**Classification of tourist travel**	
Groups	**Travel motives**	**Type**	**Subtype**
Nature and climate	Willingness to study wildlife, protected areas and the diversity of natural resources, get acquainted with the climatic characteristics and the concept of sustainable tourism, etc. To visit natural destinations protected by UNESCO	Nature tourism	Ecological, geotourism, polar, exotic walking, canoe, fly-in, mobile, overland, train, safari, bird watching, whale watching, natural-cultural tourism
Educational and professional	A need for self-education, qualification improvement, gaining experience while volunteering, professional, three E tourism (entertainment, excitement, education), etc.. A wish to visit international exhibitions and fairs (e.g., book fair in Frankfurt)	Business, educational	Congress, conference, fair, corporate, meetings, incentive tourism (Volunteer tourism)
Cultural	Willingness to know the culture of the country, traditions and customs, lifestyle features, architectural and artistic heritage, "see with your own eyes" the architectural and artistic heritage. Get familiarised with the literature of the country of visit, the military heritage, satisfying the gourmet needs, visiting massacre and disaster areas, etc. A wish to visit the settings of famous literary works and birthplaces of favourite authors.	Cultural	Food, gastronomic, gourmet, cuisine, beer, wine tourism, archeological, literature, historical, military, ethnographic, religious, heritage, linguistic, museum, hobby, dark, regional, city tourism, festival, event tourism
Wellness	Willingness to use region-specific natural health measures, improve health in health spas, get advice from the best health professionals, travel to climate zones which promote health improvement, use micro-climate advantages for treatment purposes, regain psychological balance, get access to healthy life ideas, yoga schools and so on.	Wellness	Medical tourism, spa, wellness, yoga tourism
Recreational	Desire to relax, either individually or with one's family (friends) at recreational resources in a resort, combining rest with recreation, spending time with peers, going to clubs, discos, beach parties, seeking erotic adventure and the three S's (Sun, Sand and Sea).	Recreational	Rural tourism, seaside tourism, agro tourism, cruising, farm tourism, shopping, gambling tourism, amusement parks, theme parks, clubbing, party tourism, sex tourism
Sentimental	The wish of emigrants and their descendents to return to their birthplaces at the source of the family (tribe), to restore the link with the traditions and values of the nation and learn about the history of their family and ancestors, etc.	Sentimental/ ethnic	Tribal tourism, Aboriginal tourism, genealogical tourism
Physical/ recreational	A desire to experience adventure and risk, get acquainted with difficult to reach areas, support one's team, practice extreme sports, etc. To test your physical and mental strength. Find like-minded friends. Escape from the passive daily routine.	Extreme/ adventure	Trekking, rafting, canoeing, playing golf, ski touring, yachting, horse riding, staying in campsites, mountain bike, survival tours

Source: supplemented by the authors in concordance with V. Gražulis, B. Žuromskaitė (2011(a)).

children. A very exceptional group is career people for whom personal prestige and establishment in the society are crucial. Meanwhile, the major travel motivation of tourists belonging to the 35-50 year old group is to get a good rest for the money paid. They prefer active recreation, sightseeing trips, and often travel without children. Increasingly larger numbers of individual travelers have been attributed to this group. The tourist group which unites tourists over 50 years of age is often referred to by researchers as "gray waves". W. Munster and D. F. de Kulbis (2005) say that they are often retired people, still in good health with savings and income, and therefore are able to devote more time to leisure, including travel. Representatives of this group give priority to sightseeing trips in milder climate countries. For them the main purpose for travel is a quiet rest. In addition, the multidisciplinary research indicates that many of the older tourists for security reasons choose trips inside their country. The travel security problem has become particularly acute in recent years due to increased terrorism in popular tourist areas (e.g. the Middle East), political unrest (the latest events in the North African region), and threat of military conflict. The results show that the security of the area is of a particular relevance for women (Cooper, Hall, 2007, p. 13-14). Travel choices may be influenced by other risk factors, such as the economic crisis and bankruptcy of tourism enterprises (travel agent STAR Holidey cases). An equally important factor is the risk to tourist health (epidemics, infectious diseases, contaminated water, etc.). Religious, social, cultural or sexual addictions and similar factors can be viewed as risk factors while choosing where to travel.

Tourism professionals, in order to create models to develop tourism products for clients, use a variety of methodological grounds for travel motives analysis. Unfortunately, the practical field of the cognitive process of the travel motives is quite complex and requires multidisciplinary cooperation (Zawada).

One interesting model for understanding human motives for travel, we believe, was created by D. Fodness, Decrop, S. Yuan and C. McDonald, and M. Uysal and L. A. R. Hagan (Bashar, 2010, p. 41). For tourist travel motives analysis they suggested the so-called push / pull model (Bashar, 2010, p. 41), which makes it possible to estimate the expected tourists' travel gains and losses. The idea was approved by a number of tourism professionals doing research in the cause and effect relationship of tourist travel (G. Dann, H. Zhang, S. Yang, L. Cai, CH. C. Hsu, T. Lam) (Gražulis, Žuromskaitė 2011(b)). At the same time, the ideas presented by the authors remain insufficiently structured, for example, the push / pull model does not address the relationship between the travel motives and the tourism product content, and thus we believe the model could be improved by focusing on links with tourist travel types, i.e., analyzing whether it is an educational trip, business or health, etc. Table 2 presents our views on the personal motives for travel and their links with tourist travel as found in the widespread tourist travel classification.

Although scientists are increasingly choosing travel motives as their research object, this topic has not been given appropriate attention in Lithuania yet. It must be noted that to date there is a lack of deeper studies to help define the reasons for travel by racial, cultural, religious or political affiliation. There is no research in travel motives carried out by a person's residence location (region, city/village, etc.); for this reason the classification suggested by the authors also needs improvement (Gražulis, Žuromskaitė, 2011(a)).

Dominating Motives of Foreign Tourists to Come to Lithuania

Lithuanian historical, cultural and religious heritage has been formed by earlier generations at the crossroads of different cultures[1]. The complicated and controversial Lithuanian history created a unique heritage under the influence of German, Polish, Russian and other cultures. So the source of differences and commonalities lies in the history. For example, due to complicated historical circumstances the cultural heritage was preserved by the Lithuanian village because of little foreign influence. Today the rural cultural environment in Lithuania differs a great deal from the urban cultural environment, which is why it is vital to evaluate the role of the village when analyzing the situation of tourism in Lithuania as the village keeps the authentic ancient traditions alive (national celebrations, crafts, folklore, etc.). For these reasons, Lithuania is becoming an interesting destination for foreign tourists.

More than 7000 state-protected cultural heritage objects were registered in the Registry of the Lithuanian cultural heritage. Ancient castles, objects of defense heritage, churches and monasteries, manor houses, historical parks, ethnographic villages and industrial heritage are important for tourism development. Tangible and intangible heritage objects included in the UNECSO world heritage list are of great interest for tourists from abroad (Table 3).

[1] One of the early stages of the Lithuanian statehood can be seen from the XI century, when the name of Lithuania was mentioned for the first time in 1009 despite the fact that the state was finally formed under the control of King Mindaugas in the XIII century (Gudavičius, 1998). Commemoration of the name of Lithuania is a very important fact because it has left a significant footprint in Lithuanian cultural life – Vilnius, the capital of Lithuania, became the European capital of culture in 2009.

Table 3

Objects of Lithuanian Heritage Recognized by UNESCO

Tangible objects	Vilnius Old Town (1994)
	Archeological site of Kernavė (2004)
	Struve Geodetic Arc (2005)
	Kuršių Nerija (Curonian Spit) (2000)
Intangible objects	Cross craft and symbols of the cross (2001)
	Traditions of the song festivals and its symbols (2003)
	Lithuanian polyphonic songs „Sutartinės“ (2010)
World memory list	Baltic Road (2009)
Documentary heritage	Archives of Radvilos and library collection of Nesvyžius (2009)

Source: prepared by the authors of this article according to the data of the National Commission of UNESCO.

Significant Lithuanian sacral heritage, ancient crafts and folk festivals help to reveal Lithuanian uniqueness and provoke foreigners' curiosity and interest. Visitors from abroad can become acquainted with internationally recognized pilgrimage centers (The Hill of Crosses and Aušros Vartai (The Gates of Dawn)). Unfortunately, there is no research done in order to systematize tourists' motives to visit Lithuania. According to the Lithuanian Department of Statistics (2012), tourists come to Lithuania on their own (about 70 percent) or with the help of travel agencies (about 20 percent). Many tourists arrive to Lithuania by private cars (an annual average of about 42 percent), planes (about one-third of annual foreign visitors), or tourist buses (an annual average of about 11 percent). Only a small amount of tourists come to Lithuania by rail (about 6 percent) and ships (about 2,4 percent). According to the Lithuanian Department of Statistics, tourists mainly come from neighboring countries (Table 4).

According to the collected information by the Department of Statistics, these flows remain stable for this time (Table 5).

Table 5

The Main Flows of Lithuanian Incoming Tourism Market in 2010 and 2011

The tourist home country	2010 (percentage)	2011 (percentage)
Belarus	18,4	19,2
Russia	14,1	14,5
Latvia	11,1	10,1
Poland	10,6	12,1
Germany	1,1	1,5
Finland	3,2	3,9
Sweden	2,3	3.1

Source: prepared by the authors of the article according to Lietuvos Statistikos departamentas (2012).

The flow of tourists to Lithuania from Russia and Poland is analyzed according to the age and travel objectives. The tourists coming from the mentioned countries to Lithuania are mostly 35 to 44 years old (chart No. 1 and chart No. 2 below)[2]. This group of tourists enjoys a vast range of tourism services during their stay. The quality and variety of services are very important for them. Proper presentation of information and access to online information is relevant as well. This type of tourists tends to spend more money on entertainment as opposed to other types of tourists from the mentioned countries.

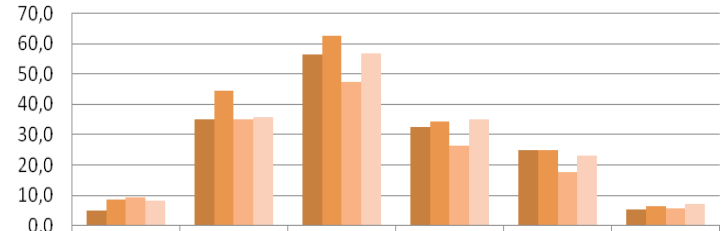
Table 4

Lithuanian Incoming Tourism Market in 2011

Country	Total number of tourists (thousands of people)	Distribution of tourists according to the duration of the journey (thousands of people)	
		One day	More than one day
Latvia	1191,0	1012,3	178,6
Belarus	789,1	448,8	340,3
Poland	797,9	582,3	215,6
Russia	623,5	366,8	256,6
Estonia	256,6	203,1	53,5
Germany	192,0	40,7	151,3
Other countries	654,3	75,2	579,1

Source: prepared by the authors of the article according to Lietuvos Statistikos departamentas (2012).

[2] In comparison 2/3 of all tourists comming to Lithuania from Germany are middle age to oldsters (45 years old and more) and their main reasons for travel to Lithuania are: wellness, recreation and sightseeing (Žibort, 2012).



	15-24	25-34	35-44	45-54	55-64	65+
2007	5,0	35,0	56,3	32,4	25,0	5,2
2008	8,6	44,5	62,7	34,4	25,0	6,3
2009	9,4	35,1	47,5	26,3	17,7	5,5
2010	8,2	35,7	56,6	35,2	23,1	7,3

Chart 1. Tourists from Poland according to age (in thousands, from 2007 to 2010).

Source: Žibort (2011).

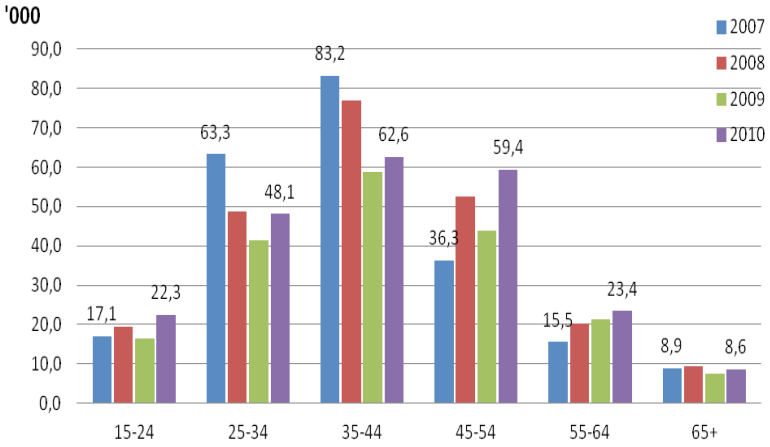


Chart 2. Tourists from Russia according to age (in thousands, from 2007 to 2010).

Source: Germanovič (2011).

According to the survey of the Tourism Department, tourists from Russia are not only interested in shopping and entertainment, but they care about Lithuanian cultural heritage and good wellness services as well (chart No. 3). These groups of tourists are attracted by quite low prices for quite a high quality of wellness services. It was also noticed that Polish and Jewish tourists come to Lithuania because of cultural and sentimental reasons and tourists from Northern countries more often arrive to Lithuania led by cultural motives to find here a mixture of archaic traditions and customs.

Unfortunately, the information on the travel motives of the foreign tourists' coming to Lithuania is limited. Statistic information is only collected about the objectives of travel to Lithuania. According to the data, foreign tourists come to Lithuania mostly for business purposes and professional interests (more than 35% of all tourists in 2010, 29,7% in 2011). 30% of all tourists in 2010 and 33,3% in 2011 came to Lithuania for holiday. About 26% in 2010 and 26, 3% in 2011 of all tourists come to Lithuania to visit friends and relatives. It is safe to say that "soft" tourism began to dominate among the tourists from Western Europe. Their list of preferences includes wellness, active leisure, nature activities, cultural heritage and tourism products featuring regional authenticity.

The Curonian Spit (Kuršių Nerija) is an object of global importance to world heritage and it is more and more frequently visited by tourists from Western Europe (German tourists account for 40% of all coming tourists). Very frequently foreigners come to Kuršių Nerija to enjoy its unique nature (74,3 %), to enjoy the three S's (63,6 %), to spend time in peace and quietness (51,3 %), and so on. The increase of foreign tourists became especially noticeable when

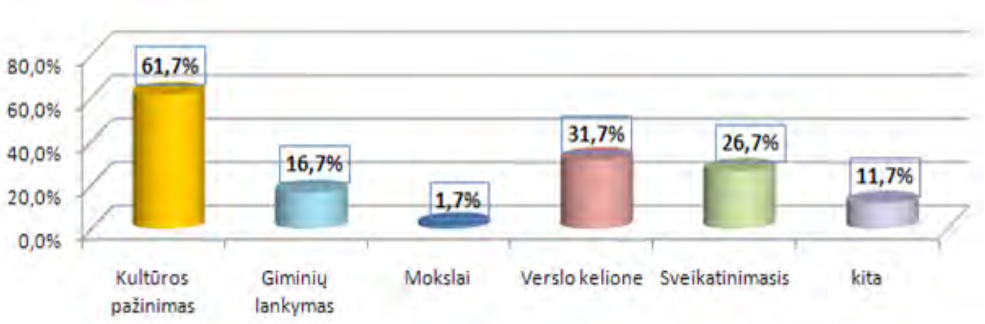


Chart 3. Distribution of Russian tourists by their priorities for staying in Lithuania (the respondents were allowed to indicate multiple targets)[1]

Source: Germanovič (2011).

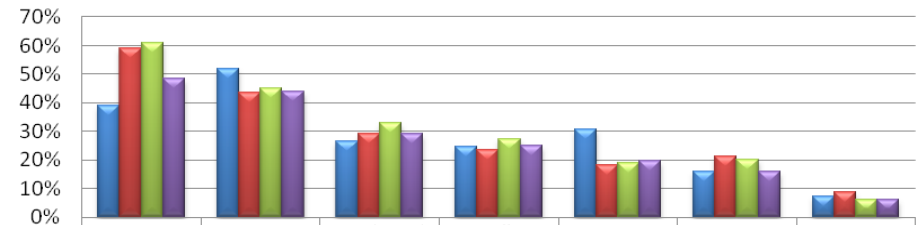
this region was awarded the Blue Flag (for the beach in Nida in 2002 and the beach in Juodkrantė in 2004). Kuršių Nerija also took the second place among the top 10 European beaches in 2008 ("The Guardian").

While analyzing the German tourists visiting Lithuania statistics we can clearly see that Druskininkai has become their most popular destination recently. However, we have to notice that only a small percentage of German tourists go to Birštonas and the numbers keep decreasing (Chart 4).

A survey of the opinions of almost 150 Spanish tourists visiting Lithuania was conducted (Gražulis, Ostik, 2010) in 2009 to distinguish motives which stimulated Spanish tourists to go to Lithuania (Chart 5). As can be seen from the survey. there were several important motives for the Spanish tourists to come to Lithuania. Even for 78 percent of them the main reason to go to Lithuania was a desire to get acquainted with the little-known heritage of a small nation and people. To know the nature was another reason for visiting Lithuania (57 percent indicated this). Almost the same amount (54 percent) of respondents indicated that their trip objective was to visit a former Soviet Union country and find out what was special or unique about it. 42 percent of all participants of this survey said that their trip was more motivated by a desire to get acquainted with the typical architecture of Lithuanian towns and villages.

According to the statistics main information sources where foreign tourists can get information about Lithuania are the internet (nearly 30 percent), newspapers, TV and radio (around 13 percent), as well as travel guides and brochures (7-8 percent) (Lietuvos Statistikos departamentas, 2012). Every other tourist was influenced to visit Lithuania (spend leisure time, go shopping, get wellness services) by the recommendations from friends and relatives (Lietuvos Statistikos departamentas, 2012).

As can be noticed, foreign tourists can barely get enough information from newspapers, TV and



	Vilnius	Kaunas	Druskininkai	Kuršių Nerija	Trakai	Klaipėda	Birštonas
2007	39%	52%	27%	25%	31%	16%	7%
2008	59%	43%	29%	24%	18%	21%	9%
2009	61%	45%	33%	27%	19%	20%	6%
2010	48%	44%	29%	25%	20%	16%	6%

Chart 4. Distribution of tourist travel from Germany to Lithuania by visited sites (from 2007 to 2010)

Source: Germanovič (2011).

[1] Knowledge of culture, Visiting relatives, Studies, Business trips, Wellness, Other.

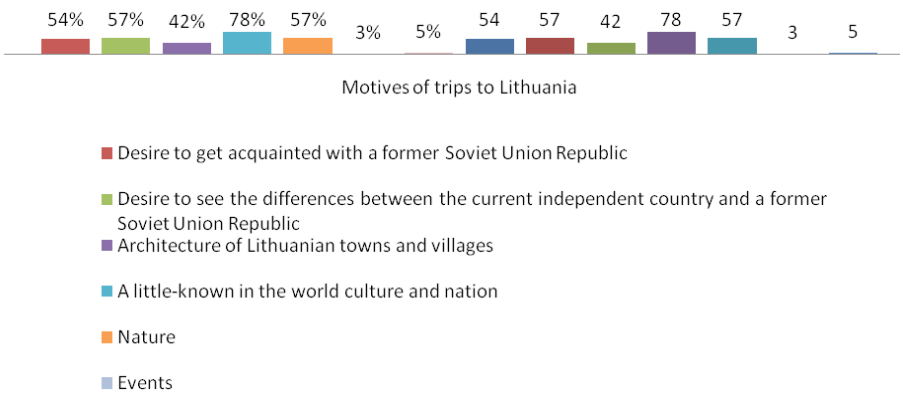


Chart 5. Motives of Spanish tourists' trips to Lithuania (in percents)

Source: Gražulis, Ostik (2010)

radio. For example, the worst evaluation was given concerning limited information in the Spanish language by tourists who came to Lithuania from Spain in 2009 (Gražulis, Ostik, 2010). Although the Lithuanian capital Vilnius was the first city of Eastern Europe to be bestowed the status of the European Capital of Culture in 2009, only 3 percent of the interviewed Spanish tourists indicated this reason for attending the events in the city. Due to the poor spread of information, only a third of foreign tourists visit art galleries, museums and other cultural objects. It shows that the weak side of tourism development in Lithuania is skimpy advertising methods which influence low competition level in the tourism market and results in the loss of part of potential tourists who may be interested in specific and unique Lithuanian tourism resources.

Unfortunately, the information about the travel motives of Lithuanians has not been collected yet. The information provided by the Department of Statistics, the Tourism Department and tourism information centers are just fragments of a bigger picture. The information available is mostly about expenses and accommodation, but the travel motives are only partly known. According to the data from the 1st quarter of 2012, 11% of Lithuanian travelers enjoyed spa resorts, 2,4% were interested in leisure holidays and 1,9% did shopping abroad (Lietuvos Statistikos departamentas, 2012).

Sightseeing trips in Lithuania are mostly chosen by companies, school students and elderly people (mostly women) with higher education (former teachers).

Conclusions

There are many factors influencing people's travel decisions: internal factors (person's age, psychological aspects, personal objectives, etc.) and external factors (political, economic, social, demographic, cultural, etc.). The tourism policy, the quality of its infrastructure, local people's attitude toward tourists, service prices and other aspects have become very important in recent decades. However, as various scientific research shows, the strongest impact on the development of tourism is made by the tourists' travel motives. People more and more often make a decision to travel for personal reasons, sometimes choosing travelling as a way to "escape from themselves", i.e., their daily routines and problems. Changing the ordinary surroundings and climate helps to look at your everyday life from a different perspective, to relax and to recreate yourself for future activities.

Continual changes in tourist travel motives are usually described as the transition from 'hard' tourism (the second half of the 20th century) to 'soft' tourism (the beginning of the 21st century), from mass tourism to the tourism based on the idea of sustainable development, when the priority is given to knowledge and education (3 E's), health and wellness, etc. The shift of motives promotes the rise of new and competitive tourism products and their presentation to the market.

Tourism professionals that deal with people's travel motives (A. Plog, P. L. Pearce, U. Lee, R. W. Mclntosh, Ch. R. Goeldner and many others) make great efforts to create relevant systems of motives which could help develop tourism policies in regions and increase their competitiveness. On the other hand, the article emphasizes that the offered systems are often restricted to the discussion on the motives of resort-, health and wellness-, sightseeing-, religion-, or business- related travelling. Our research shows that this is not enough; therefore, the authors of the article suggest taking a closer look at this problem by analyzing it on a wider scale, first by relating it to the classification used in the tourism industry. Table 2 in the article provides the authors' view on travel motives in contrast to the types of tourism travel available. We have to admit that there is not enough statistical evidence and research to fully analyze this data.

Due to Lithuania's complicated history, the country so far has been considered to be a fairly new tourism product in the European tourism market, which is why there is not enough reliable information on why foreigners would like to come to Lithuania. As statistical analysis shows, tourists from the neighboring countries (Belarus, Poland, Latvia) tend to visit Lithuania most often and on an increasing basis. Yet these tourists do not stay long in Lithuania - one day only. The analysis of travel goals reflects that tourists usually come to Lithuania to visit their relatives, on business trips, or for shopping. The positive trend has been noticed in the number of tourists from Russia, Poland and Germany which is constantly growing; they usually visit Lithuanian resorts and spas. However, the analysis shows that the number of tourists coming to Lithuania for wellness and cultural sightseeing still remains relatively small (only about 20% of all tourists). Furthermore, the research has shown that no data important for the development of tourism (such as the goals and motives for which tourists come to Lithuania) has been collected with regard to the objects (resort, health and wellness, cultural, etc.) or the events visited in Lithuania. The lack of such information impedes the development of tourism products in adjusting them to the constantly changing needs of tourists. Moreover, the research has revealed the fact that so far tourist information centres have not taken advantage of the available capabilities to collect such information.

Furthermore, the latest statistics show that Lithuania's cultural, natural and wellness resources for travelling are more and more often discovered not only by the tourists from the neighboring countries but also by tourists from Western Europe. This raises new requirements for the institutions responsible for the development of tourism, travel agencies and scholars to give more attention to the research of the foreign tourists' motives to visit Lithuania. On that ground, a competitive state policy for tourism can be designed, the tourism infrastructure improved and flexible marketing activities created. Adequate knowledge of foreigners' motives to visit Lithuania will enhance the development of this economy sector.

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Gražulis V., Žuromskaitė B.

Sisteminis požiuris į žmogaus motyvus keliauti. Lietuvos galimybės

Santrauka

Straipsnio autoriai siekia atsakyti į mokslinėje literatūroje diskutuojamą klausimą — kas skatina žmones keliauti?. Ieškant atsakymo į šį klausimą tenka pastebėti, kad žmonių mobilumo plėtra tiesiogiai siejasi su nuolatine keliavimo motyvų kaita. Nagrinėjant turistinių kelionių pasirinkimo kaitą istoriniame kontekste akcentuotina, kad XX a. pabaigoje įvyko esminių permainų turizmo rinkoje (J. Krippendorf`as šį procesą įvardija kaip perėjimą iš „kieto“ į „minkštą“ turizmą). XXI a. turistai jau nepasitenkina vien 3xS teikiamais malonumais, bet siekia pagilinti savo žinias (kultūrinis turizmas), keliauti nekenkiant aplinkai (ekoturizmas bei gamtinis turizmas) ir vis daugiau dėmesio skirti savo sveikatai (sveikatingumo turizmas). Jau pastebėta, kad keičiasi ne tik keliavimo kultūra (turistas ieško artimesnio kontakto su lankomos šalies gyventojais, pasižymi didesne tolerancija bei yra atviresni „kitoniškumui“), bet ir kelionės modelis (vis daugiau turistų keliauja individualiai arba pagal individualų kelionės planą).

Autorių atliktas mokslinis tyrimas atskleidė, kad žmogaus pasirinkimui keliauti įtakos daro ne tik turizmo produkto patrauklumas, reklama, mada ar kaina. Turisto apsisprendimas pirmiausiai paremtas tokiais vidiniais veiksniais, kaip emocijos, asmenybė, noras tobulėti ir mokytis, etnocentrizmas bei rizikos faktorius. Ne mažiau svarbiais laikytini ir šie veiksniai: amžius, lytis, šeimyninio gyvenimo būdas, išsilavinimas, pajamos bei gyvenimo stilius. Paskutiniu metu vis didesnę įtaką daro tokie išoriniai veiksniai kaip: turizmo produkto naujoviškumas ir jo patrauklumas, kaina, jo pardavimo vieta ir reklama. Tai leidžia turizmo motyvus tirti ir analizuoti priklausomai nuo turisto amžiaus, šeimyninės padėties, išsilavinimo, pajamų, amžiaus bei kt. Kartu straipsnyje pastebima, kad mokslininkų diskusijose aktualizuojamas keliavimo motyvų klasifikavimo faktas, todėl daugelis mokslininkų domisi atitinkamomis jų klasifikavimo sistemomis. Straipsnio autoriai, analizuodami turizmo specialistų nuomones, skaitytojams pateikia svarbiausius iš jų, be to, susistemino turistinių kelionių pasirinkimo tendencijas nuo XX-ojo amžiaus antros pusės iki šių dienų (daugiau informacijos 1 lentelėje). Taip pat straipsnyje autoriai aptaria žmonių keliavimo motyvų sąsajas su turistinių kelionių rūšimis (daugiau informacijos 2 lentelėje). Autoriai pripažįsta, kad pateiktas požiūris į turistinių kelionių pasirinkimo tendencijų bei keliavimo motyvų sisteminimą dar gali būti tobulintinas, bet tam reikalingi platesni keliavimo motyvų tyrimai pagal turisto kilmės šalį, jo religinę, tautinę ir kultūrinę priklausomybę. Taigi akcentuojamas tokios mokslinės diskusijos poreikis ir aktualumas.

Mokslininkai pastebi, kad turizmo motyvų sistemos žinojimas bei nuolatinė jų analizė yra būtinas veiksnys, padedantis tinkamai formuoti turizmo produktų pasiūlą ir yra reikiama sąlygą kurti naujus produktus. Ne mažiau svarbus klausimas – naujus turizmo produktus tinkamai pateikti rinkai. Turistų motyvai keliauti svarbūs ir turizmo regionų plėtrai bei turizmo politikos formavimui.

Straipsnyje buvo iškeltas tikslas - atskleisti ir susisteminti turistų kelionių į Lietuvą pagrindinius motyvus. Tikslui pasiekti buvo nagrinėjama, kokie Lietuvos turizmo

produktai gali labiausiai sužadinti užsienio turistų motyvus lankytis Lietuvoje. Šiam tikslui įgyventi straipsnyje detaliai analizuojami statistiniai (Lietuvos Statistikos departamento ir Valstybinio Turizmo departamento) ir kiti turizmo rinkos tyrimų duomenys. Tyrimas atskleidė, kad Lietuva dėl savo sudėtingos istorinės patirties kol kas neturi gilių turizmo tradicijų ir priskiriama prie naujo turistinio produkto Europos rinkoje, todėl daugelis užsienio turistų ją tik „atranda“. Straipsnyje analizuojami didžiausių turistų grupių (baltarusių, rusų, lenkų, latvių, estų ir vokiečių) atvykimo į Lietuvą srautai bei tikslai. Pvz. oficialiai kaupiama informacija leidžia nustatyti, kad Lenkijos, Rusijos Baltarusijos turistai į Lietuvą dažniausiai atvyksta tik vienai dienai. Kelionių tikslų analizė rodo, kad į Lietuvą jie atvyksta dažniausiai aplankyti giminių, verslo reikalais ir apsipirkti. Nors pastebėta teigiama tendencija, augant Rusijos, Lenkijos bei Vokietijos turistų skaičiui į Lietuvos kurortus, ypač — SPA centrus, tačiau atlikta analizė rodo, kad turistai, atvykstantys į Lietuvą dėl kultūrinių ir sveikatinimo motyvų iki šiol sudaro nedidelę dalį (tik apie 20 proc. nuo visų turistų). Daugiausiai tai — turistai iš Vokietijos, kurie į Lietuvą dažniausiai atvyksta kultūriniais bei poilsiniais motyvais ir daugiausiai apsilanko Kuršių Nerijoje ir Druskininkuose. Tuo tarpu ispanams Lietuva įdomi kaip buvusi Sovietų Sąjungos respublika, jie nori pamatyti, kuo ji ypatinga. Deja, iki šiol neturime informacijos apie užsienio turistų lankomus objektus (neaišku, kiek UNESCO objektai yra įdomūs turistams) bei renginius ir nežinome jų pasitenkimo jais. Pasigendama informacijos apie jų dalyvavimą regioninėse šventėse bei renginiuose.

Nepakankama ir fragmentiška Statistikos ir Turizmo departamentų, turizmo informacijos centrų kaupiamos informacijos apimtis sukelia nemažų problemų darant esmines išvadas apie užsienio turistų motyvus apsilankyti Lietuvoje. Esamos situacijos analizė atskleidė, kad tokia informacija nekaupiama ir apie vietinį turizmą. Akcentuotina, kad reikiamos informacijos trūkumas tampa kliūtimi naujiems turizmo produktams į rinką įvesti bei turizmui plėtoti. Be to, informacijos stoka apriboja potencialių užsienio turistų motyvus apsilankyti Lietuvoje.

Straipsnyje pateikti pasiūlymai dėl turistų motyvų keliauti sisteminių tyrimų, kurių pagrindu galima būtų rengti naujus produktus ir didinti Lietuvos konkurencingumą turizmo rinkoje.

Pagrindiniai žodžiai: turizmas, turistų motyvai keliauti, motyvų keliauti sistema.

The article has been reviewed.
Received in September 2012, accepted in December 2013.